



SMALL BUSINESS ADVERTISING AND INTEGRATED MARKETING SOLUTIONS | AIMS



General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The Internet address for GSA Advantage is: gsaadvantage.gov.

CONTRACT #GS-07F-0108W

SCHEDULE: 7FCB-H2-070541-B ADVERTISING AND INTEGRATED MARKETING SOLUTIONS (AIMS)
FCS GROUP: 541

SIN	Description
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541-1	Advertising Services
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541-2	Public Relations Services
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541-3	Web Based Marketing Services
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541-4F	Commercial Art and Graphic Design Services
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541-5	Integrated Marketing Services
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Period Covered by Contract November 25, 2009 – November 24, 2019

Keybridge Communications LLC participates in the Disaster Recovery Purchasing Program.

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>.

CONTACT

KEYBRIDGE COMMUNICATIONS LLC

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INFORMATION

CUSTOMER INFORMATION

- 1a. **TABLE OF AWARDED SPECIAL ITEM NUMBERS:**
 - 541-1: Advertising Services.
 - 541-2: Public Relations Services.
 - 541-3: Web Based Marketing Services.
 - 541-4F: Commercial Art and Graphic Design Services.
 - 541-5: Integrated Marketing Services.
- 1b. **SEE PAGES 4 & 5** for pricing information.
- 1c. **HOURLY RATES:** Not applicable.
- 2. **MAXIMUM ORDER:**
 - 541-1: \$1,000,000
 - 541-2: \$1,000,000
 - 541-3: \$1,000,000
 - 541-4F: \$1,000,000
 - 541-5: \$1,000,000
- 3. **MINIMUM ORDER:** \$100.00
- 4. **GEOGRAPHIC COVERAGE:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories.
- 5. **POINT(S) OF PRODUCTION:** Washington, DC.
- 6. **DISCOUNT FROM LIST PRICES OR STATEMENT OF NET PRICES:** All prices below are the Net GSA Price.
- 7. **QUANTITY DISCOUNTS:** None.
- 8. **PROMPT PAYMENT TERMS:** Net 30 days.
- 9a. **GOVERNMENT PURCHASE CARDS** are accepted at or below the micro-purchase threshold.
- 9b. **GOVERNMENT PURCHASE CARDS** are not accepted above the micro-purchase threshold.
- 10. **FOREIGN ITEMS:** None.
- 11a. **TIME OF DELIVERY:** As specified on agency Task Order and mutually agreed upon.
- 11b. **EXPEDITED DELIVERY:** As specified on agency Task Order and mutually agreed upon.
- 11c. **OVERNIGHT/2-DAY DELIVERY:** As specified on agency Task Order and mutually agreed upon.
- 11d. **URGENT REQUIREMENTS:** Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
- 12. **F.O.B. POINT(S):** Destination.
- 13a. **ORDERING ADDRESS:**
1722 A Wisconsin Avenue NW, Suite 21
Washington, DC 20007
- 13b. **ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on blanket purchase agreements (BPA's) are found in FAR 8.405-3.
- 14. **PAYMENT ADDRESS:** Same as contractor.
- 15. **WARRANTY PROVISION:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.
- 16. **EXPORT PACKING CHARGES:** Not applicable.
- 17. **TERMS AND CONDITIONS** of Government Purchase Card acceptance (any thresholds above the micro-purchase level): Not applicable.
- 18. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE AND REPAIR:** Not applicable.
- 19. **TERMS AND CONDITIONS OF INSTALLATION:** Not applicable.
- 20. **TERMS AND CONDITIONS OF REPAIR PARTS** indicating date of parts price lists and any discounts from list prices (if available): Not applicable.
- 20a. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES:** Not applicable.
- 21. **LIST OF SERVICES AND DISTRIBUTION POINTS:** Not applicable.
- 22. **LIST OF PARTICIPATING DEALERS:** Not applicable.
- 23. **PREVENTIVE MAINTENANCE:** Not applicable.
- 24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES:** Not applicable.
- 24b. **SECTION 508 COMPLIANCE FOR EIT:** Not applicable.
- 25. **DUNS NUMBER:** 18-746-1343.
- 26. **NOTIFICATION** regarding registration in System for Award Management (SAM) Database:
Registration valid until October 6, 2015.



LABOR

LABOR PRICE LIST

LABOR CATEGORY	GSA HOURLY RATE, INCLUDING IFF
Chief Executive Officer	\$335.01
Chief Operating Officer	\$287.15
Managing Director	\$239.29
Director	\$191.44
Senior Staff Writer	\$191.44
Director, Media Training	\$179.95
Audio/Video Producer	\$143.58
Web Programmer	\$143.58
Graphic & Web Designer	\$119.65
Operations Manager	\$119.65
Senior Account Executive	\$119.65
Account Executive	\$95.72
Intern	\$57.43

LABOR CATEGORY DEFINITION

TITLE:

CHIEF EXECUTIVE OFFICER

Duties & Responsibilities:

High-level project oversight, strategy, concepting & execution. Manages resource allocation. Ensures overall success.

Minimum Education Level:

BA

Minimum Experience:

15+ years PR experience

TITLE:

CHIEF FINANCIAL OFFICER

Duties & Responsibilities:

High-level client interaction and project execution. Daily oversight. Final quality control.

Minimum Education Level:

BA

Minimum Experience:

10+ years PR experience



LABOR

LABOR CATEGORY DEFINITION

TITLE:**MANAGING DIRECTOR**

Duties & Responsibilities:

Regular client interaction. Manages daily workflow, resources, and employees. High-level editing and quality control.

Minimum Education Level:

BA

Minimum Experience:

6+ years PR experience

TITLE:**DIRECTOR**

Duties & Responsibilities:

Regular client interaction. Project management. Writing, editing, pitching, and assigning.

Minimum Education Level:

BA

Minimum Experience:

3+ years PR experience

TITLE:**SENIOR STAFF WRITER**

Duties & Responsibilities:

Drafts, edits and assigns all written materials.

Minimum Education Level:

BA

Minimum Experience:

2+ years PR/writing experience

TITLE:**DIRECTOR, MEDIA TRAINING**

Duties & Responsibilities:

Conducting media training and feedback sessions.

Minimum Education Level:

BA

Minimum Experience:

2+ years media training experience, 3+ years media experience

TITLE:**AUDIO/VIDEO PRODUCER**

Duties & Responsibilities:

Filming, scripting, and video production/editing.

Minimum Education Level:

BA or BS

Minimum Experience:

5+ years video experience

TITLE:**WEB PROGRAMMER**

Duties & Responsibilities:

Programming and coding websites and back-end web software.

Minimum Education Level:

BA or BS

Minimum Experience:

5+ years web programming/coding experience



LABOR

LABOR CATEGORY DEFINITION

TITLE:**GRAPHIC & WEB DESIGNER**

Duties & Responsibilities:

Design and concepting for websites, infographics and print collateral.

Minimum Education Level:

BA or BFA

Minimum Experience:

3+ years PR design experience

TITLE:**OPERATIONS MANAGER**

Duties & Responsibilities:

Oversees back-end administration, daily financials, and vendors. HR management.

Minimum Education Level:

BA or BS

Minimum Experience:

3+ years business experience

TITLE:**SENIOR ACCOUNT EXECUTIVE**

Duties & Responsibilities:

General PR services. Managing daily projects. Pitching, writing, editing.

Minimum Education Level:

BA

Minimum Experience:

2+ years PR experience

TITLE:**ACCOUNT EXECUTIVE**

Duties & Responsibilities:

General PR services. Managing daily projects. Pitching, writing, editing.

Minimum Education Level:

BA

Minimum Experience:

1+ year business experience

TITLE:**INTERN**

Duties & Responsibilities:

Simple writing, editing, pitching, and administration. Scanning, copying, faxing, calling.

Minimum Education Level:

2+ years college experience

Minimum Experience:

Current college or graduate student



AIMS MENU

GSA PRICING TABLE

SERVICE	UNIT OF ISSUE	GSA NET PRICE
Dynamic Website Package	1 website	\$7,178.84
Earned Media Retainer	1 per month	\$5,743.07/month
Media Training	1 day of media training	\$4,307.30
Infographics	1 infographic	\$2,871.54
Logo & Branding Package	1 package	\$2,871.54
Audio New Release	1 release production and distribution	\$2,871.53
Public Service Announcement	1 announcement production and distribution	\$2,871.53
Radio Interview Tour	4-6 interviews	\$2,871.53
Op-ed Writing & Placement	1 published op-ed	\$3,828.71
Social Media Retainer	1 per month	\$1,914.36/month
Logo Design	1 logo design	\$1,914.36
Op-ed Writing Only	1 op-ed	\$1,914.35
Op-ed Placement Only	1 published op-ed	\$1,914.35
Press Release Writing & Distribution	1 release production and distribution	\$1,914.35
Ongoing Web Maintenance Package	1 per year	\$957.18/year
Op-ed Syndication	1 syndication	\$957.18
Press Release Distribution Only	1 release distribution	\$957.17
Conventional Media Campaign	1 release production, distribution, and wire posting	\$4,785.89
Letters to the Editor	1 letter	\$382.87
Reporter Outreach	4 outreaches per month	\$957.17
Editorial Board Outreach	4 outreaches per month	\$957.17
Single Blog Post	1 blog post under 300 words	\$478.59
Miscellaneous Writing Projects	1 writing project	\$3.35/word



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